

TO MAKE HONOLULU BOOM

LESSON FROM THE GROWTH OF ST. LOUIS.

A Suggestion to the City Fathers and Merchants of Honolulu—Pleasure Drives, Lights and Parade.

EDITOR BULLETIN:—I quote from an article on "The New Growth of St. Louis," which appeared in Harper's New Monthly Magazine of November, 1892.

"When St. Louis failed to secure the World's Fair, instead of sinking back discouraged, the leading men concluded that one fault of the city must be that its merits were not as widely or as clearly understood as was necessary. Therefore, in the spring of 1891, a meeting was called at the Exposition Building to discuss the advisability of forming an organization which, for three years at least, should devote itself to celebrating their achievements and adding to the attractions of the city."

A leading merchant undertook the raising of one million dollars within the year, and within five months \$600,000 had been subscribed. This, the writer admits, was simply a method of booming the city, but he is careful to add that booming is a word that is coupled with unwarranted and disastrous inflation. This construction does not apply to the "booming organizations" of the Western States. "To boom, then" (the writer states), is "to put a plan generally and favorably before the people, to put a scheme in motion with elation, to vaunt the merits of an undertaking."

The result of this public spirit of the citizens was the making of their city attractive—a carnival city—and the money thus obtained was expended in adding an infinite number of gas and electric lights to the thoroughfares, and in preparations of all kinds to entertain and please the hundreds of thousands who were invited and came to the annual carnival. The invitations took the form of advertisements in all the leading papers of the States, and in addition articles were freely written up vaunting the glories of St. Louis.

St. Louis, therefore, no longer hides its light under a bushel. A myriad lights proclaim it, and a myriad newspapers are tuned to sing its praises. Can the almighty dollar do more than this?

Amongst other schemes for benefiting the city and preparing for its guests was one offering a large bonus to anyone who would build a million dollar hotel.

Is St. Louis the only city capable of being made attractive? We have attractions here in Honolulu, but they are not sufficient to induce people to come here in any number. The city could be made infinitely more attractive, and that, too, without the expenditure of a large sum of money.

The government has already wisely laid the foundation of the future beautifying of Honolulu by securing a beach road four miles in length. This is all it could do with the resources at its command. It is now, for the wealthy citizens, the sugar barons, and others to complete the work of the government by their subscriptions, in order to turn this beach road into a magnificent marine parade. It is capable of this, and when the work is done the city will possess that which comparatively few cities of the Old World can boast of.

The road should be well metalled throughout, with a top-dressing of, say, some gray material, mixed with sand. The sand alone is too glaring and distressing to the eyes. Due regard should be given to the picturesque in laying out the road. A landscape gardener would be careful to ensure a variety of trees and shrubs being planted—all kinds of palms, and shade trees interposed, under which could be placed seats. He would be careful

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1000 White Envelopes, size 6, cut from \$1.35 to \$1.00 each.

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Ask "Papa" or "Mamma"

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Made out of WASHABLE DUCK CLOTH. Just the thing for this Climate for Juvenile Boys, ages 4 to 8, and the Price is only

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Commencing Wednesday, July 1st,

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To make room for New Goods, all of my Stock of Merchandise BELOW COST.

GENTLEMEN'S Suits, Shirts, Hats, Shoes, Neckties, Underwear, etc., at bargains.

LADIES' Muehlen, Linen, Grass Cloth, Silk, Hats, Shoes, Underwear, etc., in great variety at prices that will astonish you.

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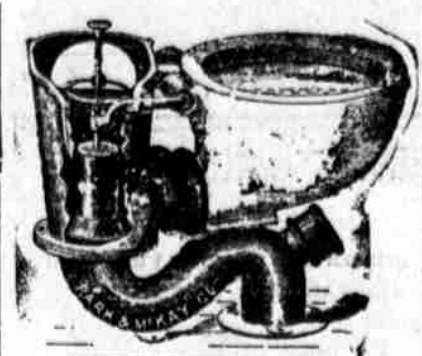
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If you want a good job cheap for Cash, ring up Telephone 844, and I am your man.

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Yours truly, J. B. DANIELS.

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